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February 9, 1944

FARM LABOR CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>PUBLICATIONS, LEAFLETS, ETC.</u>		
Printed version of VFV on Farm Front	Hancock	In clearance
Printed version of Women Farm Workers	Bailey	In preparation
Learning About Farm Jobs From Pictures	Pace	In clearance
WLA recruiting leaflet, revision	Bailey	In preparation
VFV recruiting leaflet, revision	Hancock	In preparation
WLA Membership Card	Hancock	In clearance
VFV Membership Card	Hancock	In clearance
<u>POSTERS</u>		
VFV Enrollment poster for use in schools	Hancock	In clearance
VFV Recruitment poster	Pace	In clearance
WLA recruitment poster	Hancock	In clearance
<u>FEATURES</u>		
Pictures and 600 word story on WLA to the Nation's Agriculture	Bailey	In preparation
1500 to 2000 word feature story on VFV to Progressive Education	Bailey	Out
<u>RADIO</u>		
<u>Farm Flashes</u>		
How Use Young Workers	Reynolds, OI	In clearance
Training Young Workers	"	"
Schools Train VFV's	"	"
Farm Labor Needs	"	"
Bid Early for Women Volunteers	"	"
Year-round Women Helpers	"	"
"Live-in" Volunteer Workers	"	"
<u>Homemakers' Chat</u> on Women's Land Army	Bailey	In preparation

RATIONING AND PRICE CONTROL CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>PUBLICATIONS</u>		
<u>War Letter for Agriculture</u> OPA announces tire exchange plan Farmers may replenish gasoline losses Local boards may handle "hardship" gasoline rations Sugar provided for home canning Price differentials for multiple grades of fertilizer	Reynolds, OI	Completed
<u>Letter to Farm Editors</u> Sugar for housewives who can early fruit Price Differentials Between Frozen and Dired Eggs Sweetpotato Needs of The Army Prices of Women's and Children's Dresses	Wing, OI	Completed
<u>Letter to Extension Directors</u> Release, OPA: (Sugar for home canning.)	Fulghum, ES	Completed
<u>Food Trade Letter</u> Rationed Foods for School Lunches	OD	Completed
<u>RADIO</u>		
<u>Victory Garden Network Program</u> Less Processed Foods for Civilians in 1944	Hemphill, OI	Completed
<u>Servel Electric Network Broadcast</u> Housewives more than double weekly amount of waste fats turned in for war purposes	Hemphill, OI	Completed
<u>Radio Round-up on Food</u> What a Difference a Year Makes (Fats and Oils Rationing)	Hoffman, OD	Completed
<u>Letter to Farm Program Directors</u> Frozen Fruits out of Storage-- More Room for Meat	Kadderly, OI	Completed
<u>Farm Flashes</u> Relaxation of Slaughter Permits (Farmers still have to collect points) More Home Hog Killing	Briggs, OD	Completed

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Homemakers' Chat		
Meat For Your Freezer Locker	Overby, OI	Completed

FARM SUPPLIES AND TRANSPORTATION
CAMPAIGN

Substitutes for nitrate of soda for S. E.	Reynolds	In clearance
New web harness as leather substitute	Reynolds	In clearance
Nitrogen for pastures	Charles	Cleared
Fact sheet on materials and facilities	Reynolds	Cleared
Order potato spray early	Reynolds	Cleared
Container Salvage on farm	Burns, OD	In preparation

POST-WAR PLANNING CAMPAIGN

RADIO

Farm and Home Hour (Blue)	Van Deman, BHNHE	Completed
Post-War Agriculture Series #10		
Feb. 10, "Consumption for Health"		
H.E. Steibeling, BHNHE		
Feb. 17, Post-War Agriculture Series #11	F. Fox, FSA	In preparation
"Future of the Family Farm" - H. V. Hudgens,		
FSA		

FOOD INFORMATION SERIES

Maintaining Demand for Farm Products	L. Jones, OL	In clearance
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HOME FOOD PRESERVATION CAMPAIGN

Fact sheet on home food preservation for advertisers.	Van Deman Graetzer, OWI	In preparation
Statement giving standardized terminology for all types of home canning jars.	Van Deman and WPB	In preparation

Press

Information on home canning to:	Van Deman	Completed
Eirl Scout headquarters		
Ladies' Home Journal		
McCalls Magazine		
Better Homes and Gardens		
Country Gentleman	Davis	Completed

Subject	Assigned	Status
Prospects for home canning supplies-- for Food and Home Notes.	Davis	Feb. 5

Radio--Farm and Home Hour, Blue Network

Home food preservation in 1944	Van Deman	Feb. 1
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PRODUCTION GOALS CAMPAIGN

Press release on WFA Allocations of Oilseed Meal	Arneson, AAA	Out
"Why" booklets on farm machinery, rubber, and farm trucks.	Arneson, AAA	In preparation
Prepared article and compiled figures on 1943 goals and indicated production for 1944.	Kelly, AAA	Completed

Article for BANKING Magazine	Beckman, AAA	In preparation
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Press

Trends in poultry breed distribution	Burch, ARA	In preparation
Potato rootknot reduced by using certified seed	BPISAE	In clearance
Big barley pool	BPISAE	"
A bush-type pumpkin	BPISAE Gapen	Issued
Broad plow saves sweetpotatoes and 40 percent of harvest labor	BPISAE Gapen	Cleared

RADIO

Maintaining livestock health in 1944	Burch, ARA	In preparation
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Farm Flashes:

Pig Brooder Plans	Christianson, REA	In clearance
Save Time with Pig Brooder	"	"
High Grade Hay	Briggs, OD	In preparation

PA and INS:

Food from Sagebrush Land	Fox, FSA	Cleared
Cheese for Fighting Men	Burns, OD	Cleared
Jap Victom Eggs on Allies	Fox, FSA	In preparation

Subject	Assigned	Status
<u>Network Broadcasts:</u>		
Feb. 14, Blue, Farm and Home Hour "Looking Over the Culling Program" H. L. Shrader, BAI	Reynolds, OI	In preparation
Feb. 15, Blue, Farm and Home Hour "Control of Livestock Diseases Means More Meat" - C. D. Lowe, BAI	Bond, OI	In preparation
Feb. 16, Blue, Farm and Home Hour "Production and Marketing of Beef in 1944" - Marvin Jones, War Food Administrator	Flood, OFAR	In preparation

VICTORY GARDENS AND HOME FOOD PRESERVATION
CAMPAIGN

Radio

<u>CBS Country Journal</u> , "Victory Gardens in '44"	Hemphill Kadderly	Broadcast Jan. 29
<u>Victory Garden Program</u> , "Calling All Victory Gardeners"	Hemphill Moore Bond	Broadcast Feb. 4
<u>CBS Garden Gate</u> , "Growing Transplants for the Victory Garden"	Wester, BPI	Broadcast Feb. 5
<u>Servel "Fashions in Rations"</u> "Victory Gardens"	Hemphill Moore	Broadcast Feb. 5
<u>Victory Garden Program</u> , "Make It More in '44"	Hemphill Moore Bond	In preparation for Feb. 11
<u>CBS "Broadway Matinee"</u> , "Victory Gardens in '44"	Hemphill Moore	In preparation for Feb. 17
<u>Victory Garden Program</u> , "Backyard or Community Garden or Both?"	Hemphill Moore DuMars	In preparation for Feb. 18
<u>Homemakers' Chats:</u> To Grow or Not to Grow	Overby	For release Feb. 11
Community Gardens	Overby	In preparation
<u>Farm Flashes:</u> Vegetable Seed Allocations	Briggs	In preparation
Consumer Time, Feb. 19 "Victory Gardens"	Dickey, OD	For broadcast Feb. 19

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>USING TEMPORARY ABUNDANCES</u>		
Feb. 14, Blue, Farm and Home Hour "Seasonally Abundant Foods" Dr. Wm. C. Ockey, Chief, Commodity Requirements Branch, OD	Molohon, OD	In preparation

NUTRITION AND INDUSTRIAL FEEDING CAMPAIGN

Press

Keep an eye on calcium-- for Food and and Home Notes	Davis	In preparation
Mimeograph on one-dish meals--for Consumer Time to use as follow-up material.	McDonough Davis	Completed
Information to foods editor, Country Gentlemen for stories on wild greens and soya	Davis	Completed
Editorial aid to AHFA Homemakers' News Letter on story about BHN&HE	Davis	Completed
Nutritive value of U. S. Food supply, 1930-43. <u>In</u> Agricultural Situation.	Nelson Clark	Feb. 1944 issue

Radio:

Vitamins for Victory:

Cabbage is King	Burns, OD	Completed
Cold Hotbreads	"	"
Weekly Food Bill	"	"
More Than Skin Deep (Cooking potatoes)	Hoffman, OD	Completed
Color is a Come-on (Highly-colored foods)	"	"
Penny-Wise Lincoln	"	"
Queen of Hearts (Tarts)	Burns	Completed
Pepper-Upper (Paprika)	"	"
Mrs. Anderson Was First (Held first Victory Club	"	"
One Can of Fruit (Canning Peaches)	Hoffman	Completed
Crackers	"	"
Souffles	"	"

MISCELLANEOUS

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>Homemakers' Chats:</u>		
Food for Hungry Children	Burns, OD	Cleared
Q & A : Eggs, Freezer Locker, Soys	Wharton, OI	Cleared
Martha Washington, Homemaker	Overby, OI	Cleared
Food Situation	Burns, OD	In preparation
<u>Farm Flashes:</u>		
Evaporated Milk Allocation	Briggs, OD	In clearance
<u>Network Broadcasts:</u>		
Feb. 15, Blue, Farm and Home Hour	Van Deman	In preparation
"War Changes Fabrics"		
Ruth Van Deman and Ruth O'Brien,		
BHN&HE		

